



How NASA Uses Podcasting to Reach Space Enthusiasts

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NASA Podcast History

| | |
|-----------|--|
| Dec 2004 | <i>Science@NASA</i> Podcast created |
| July 2005 | iTunes released, <i>NASA Astrobiology Magazine</i> podcast and other federal podcasts appear |
| Aug 2005 | <i>Spitzer Space Telescope</i> podcasts debut |
| Sept 2005 | <i>Ciencia@NASA</i> (Spanish version of <i>Science@NASA</i>) and <i>PlanetQuest</i> launch |
| Oct 2005 | <i>Ask an Astronomer</i> vidcast premieres |
| Nov 2005 | <i>Traditions of the Sun</i> vidcast appears |



The Science@NASA Podcast

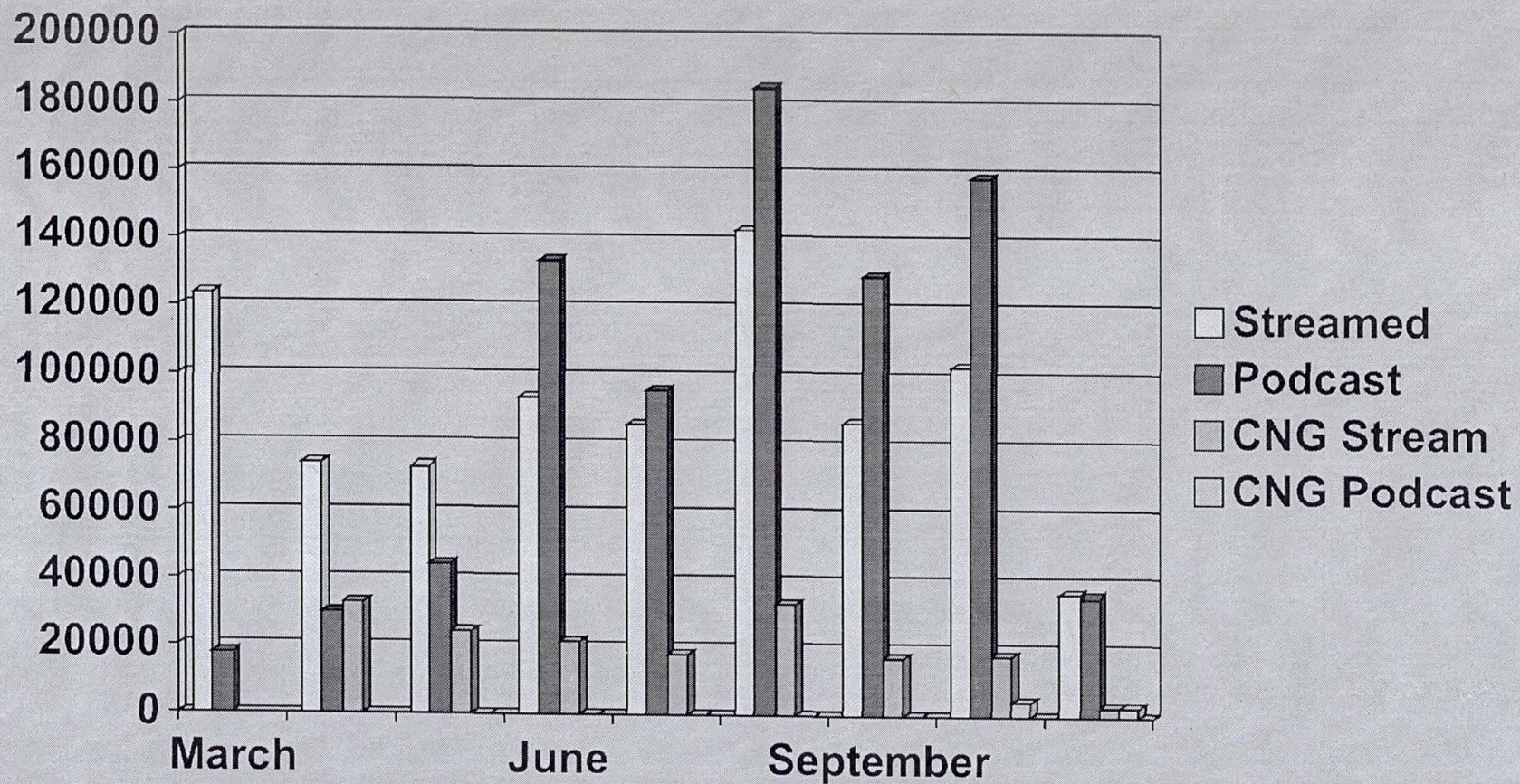
- Existing Process
- Reuse of content
- CMS and scripts automate RSS creation
- Minimal Production
- Designed for low-bandwidth streaming

Science@NASA Podcast History

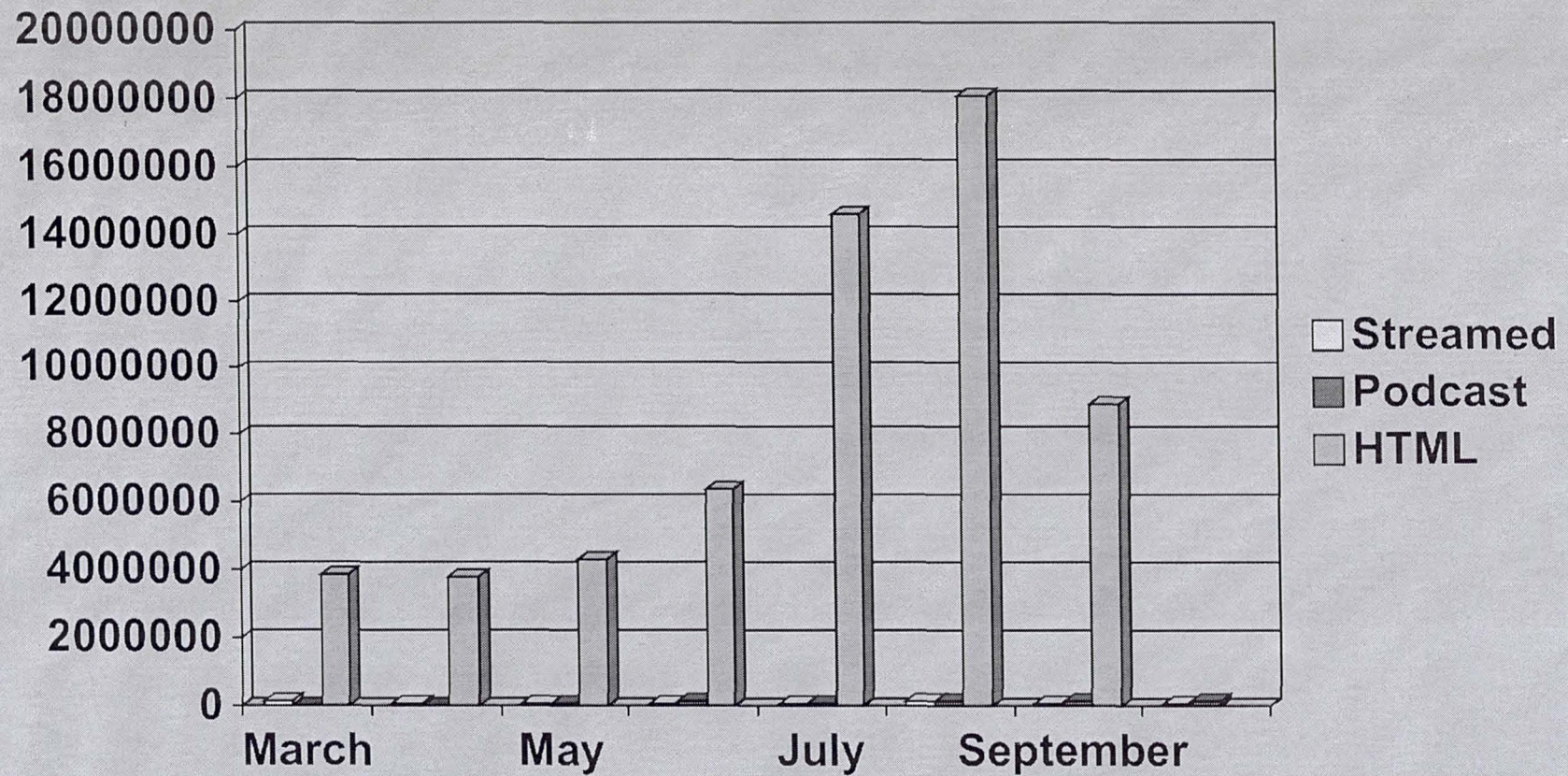


| | |
|--------------|---|
| June 2000 | RSS feed of Science@NASA stories created |
| Aug 2000 | Began producing stories in Real audio format |
| May 2001 | Changed audio format to MP3 |
| Dec 2004 | Podcast created |
| Feb-Apr 2005 | Science@NASA Podcast became most popular podcast on Podcasting News. |
| July 2005 | Featured on iTunes Music Store "New and Notable" and "Technology" sections. |
| Sept 2005 | Ciencia@NASA feed released |

Science@NASA Audio Hits



Just a Reality Check



Lesson Learned from Science@NASA Podcast



- Use ID3 Tags
- Name Files Uniquely
 - don't call them all story.mp3!

Lesson Learned from Science@NASA Podcast



- Use ID3 Tags
- Name Files Uniquely
- Register in the Directories
 - If you want anyone to find you or hear you!

Lesson Learned from Science@NASA Podcast



- Use ID3 Tags
- Name Files Uniquely
- Register in the Directories
- Podcasts take more bandwidth than HTML
 - Example: *Lunar Lawnmower* is 239 KB download for HTML and images. The podcast episode is 1.6 MB, about 560% larger.
 - Typically, you're talking about 10X.

Lesson Learned from Science@NASA Podcast



- Use ID3 Tags
- Name Files Uniquely
- Register in the Directories
- Podcasts take more bandwidth than html
- iTunes rules
 - Register in iTunes Music Store podcast directory
 - Use iTunes tags in your RSS
 - Include the Duration tag
 - Watch out for encoding issues -- UTF-8 recommended
 - Design an album cover that looks good tiny or large

Lesson Learned from Science@NASA Podcast



- Use ID3 Tags
- Name Files Uniquely
- Register in the Directories
- Podcasts take more bandwidth than html
- iTunes rules
- Validate your RSS feed
 - <http://feedvalidator.org> is good.
 - Check occasionally, even if your process is automated



<item>

<title>Lunar Lawn Mower</title>

<link>http://science.nasa.gov/headlines/y2005/09nov_lawnmower.htm</link>

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<itunes:duration>03:56</itunes:duration>

<description><p><img

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align="right" style="padding: 5px;" />

How do you put troublesome moondust to good use? Simple. All it takes is a lunar lawn mower.

</p>

<p>Please vote for this podcast at PodcastAlley<

/a>! </p>

<p>Get

this podcast story. </p>

</description>

<enclosure url="http://science.nasa.gov/audio/podcast/y2005_lawnmower_story.mp3"

length="1657553" type="audio/mpeg"/>

<itunes:explicit>no</itunes:explicit>

</item>

Lesson Learned from Science@NASA Podcast



- Use ID3 Tags
- Name Files Uniquely
- Register in the Directories
- Podcasts take more bandwidth than html
- iTunes rules
- Validate your RSS feed
- Push the Standards
- Automate your Process!!

Good and Bad of the Science@NASA Podcast



- Great stories
- Conversational
- Audio can be streamed over modem, as well as downloaded
- Web page acts as transcript
- Breadth of resources
- Written for web page, not spoken voice
- Missing graphics sometimes matter
- Production Quality is moderate



Astrobiology Magazine Podcast



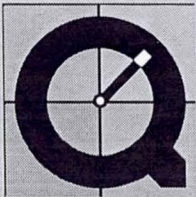
- The NASA-sponsored Astrobiology Magazine podcast premiered in July 2005.
- Like Science@NASA, podcast is extension of existing services.
- Audio is a computer-reading of articles.
- An extreme in automation.



Spitzer Space Telescope Podcast



- Premiered in August 2005.
- Sponsored by JPL, done at CalTech
- First NASA podcast with content specifically designed as a podcast
- Low volume of content: about two episodes per month
- High production value



***Ciencia@NASA* Podcast**



- Premiered in September 2005, also not in iTunes till November.
- Sponsored by Marshall Space Flight Center
- Process similar to Science@NASA podcast, same issues





Ask An Astronomer Vidcast

- Premiered in October 2005.
- First NASA vidcast
- Backlog of content, but few ongoing production
- Decent production value

Traditions of the Sun Vidcast



- Premiered this month
(November 2005)
- Using existing video
content
- High production quality

This Week @ NASA Podcast



- To be launched soon
- Reuse of existing video production
- Slick engineering, sometime sounds like something is missing (ie. "This image shows...").
- Would work better as enhanced podcast with applicable images, best as vidcast.





Podcasting URLs

- Science@NASA Podcast

<http://science.nasa.gov/podcast.xml>

- Podcasting News Top Hits

http://www.podcastingnews.com/forum/links_tophits.htm

- How to Build a Podcast

<http://radio.about.com/od/podcastin1/a/aa030805a.htm>

- Validate a Podcast

<http://www.allpodcasts.com/Tools/RSSValidator.aspx>